

Don't judge a box by its cover

Packaging is a wonderful thing. Without it, a simple trip to the store would be a hideously messy affair, leaving you sticky and coated with a repulsive stew of soft drinks, tortilla chips, detergents and chili. Thankfully, we put our crap in boxes, cartons, bags—all part of the cornucopia (itself a package) of packaging. —Jason Torchinsky

CORRY'S SLUG & SNAIL DEATH



Does the act of killing slugs leave you cold? Has the magic gone out of watching a snail die? Then grab a box of Corry's Slug & Snail Death! The fun colors and bold type are a sure indicator of good times to come. This box looks vastly more at home on the breakfast table of some beaming 8-year old than on some rusty metal shelves in a garden shed. Also, it's good to note that this product is not called a poison; the box clearly says, "death." It's a box of death, of the slug & snail variety. A big, fun, yellow box of death.



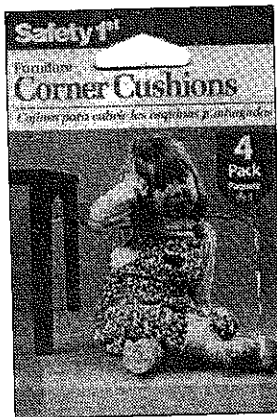
COMET AND KRAFT PARMESAN CHEESE

Who likes riddles? Here's a great one: What's powdery and comes out of a metallic-green cardboard can? If you said, "Comet, the bleach-based cleanser," you're right. If you said, "Kraft, the parmesan-based cheese," you're right, too! Ready for another riddle? What's the difference between Comet and Kraft Parmesan cheese? Answer: none, except one is great on spaghetti and the other can kill you. They're the same shape, proportion, color, everything. Even the logo and type colors are similar. Consider yourself warned.

SAFETY 1ST CORNER CUSHIONS

I think it's the look of hurt confusion on the little girl's face that makes this package so strangely compelling. The package seems to tell a story—not the story of an innocent little girl playing and ramming her head into the corner of a coffee table, but rather the story of a frustrated photographer smacking a little girl on the head with a metal clipboard in an effort to get her to stop smiling so damn much.

This package is also unique in that its main image shows not the product in action, but rather the lack of the product in action—sort of like if a tube of toothpaste had pictures of a filthy, rotting mouth on it.



PET STUFF



In the wild, packs of dogs used to hunt wild ice creams. That's why they love Frosty Paws so much. Frosty Paws, a faux ice cream treat for dogs, has wonderfully insipid packaging as well. In the upper right corner, the box reads, "It's not ice cream, but your dog will think it is!" There's a lot of dignity in pulling a fast one on your dog. Think of the satisfaction you'll get as you watch Scraps making an ass of himself as he munches away, oblivious to the cruel and complex ruse in which he is just a pawn.



Lowfat dog biscuits. Really, what more needs to be said? Except, perhaps, to wonder how they are on MSG.